

Claims

What is claimed is:

1. A method for enabling a user to transact an anonymous on-line transaction,  
wherein a form of on-line payment is requested at a transaction interface,  
5 the method comprising:  
    providing an anonymous user interface that enables a user to initiate  
        an on-line payment;  
    accessing a first profile comprising user data when the user activates  
        the form of on-line payment;  
10     generating a second profile linked to the first profile wherein, the  
        second profile comprises anonymous data; and  
    communicating the anonymous data from the second profile to the  
        transaction interface to enable completion of the transaction.
- 15 2. The method of claim 1, wherein the anonymous data further comprises:  
    a single use transaction number that is associated with a user credit  
        card account.
3. The method of claim 1, wherein the anonymous data further comprises:  
20     an alias name that substitutes for the user's legal name.
4. The method of claim 1, wherein the anonymous data further comprises:  
    an anonymous address that is associated with a user's delivery  
        address.

5. The method of claim 1, wherein the step of accessing a first profile further comprises:

accessing the first profile over a secured communication path.

- 5 6. A system for enabling a user to transact an anonymous on-line transaction, wherein a form of on-line payment is requested at a transaction interface, the system comprising:

an anonymous user interface that enables a user to initiate an on-line payment;

10 a profile access initiator that accesses a first profile comprising user data when the user activates the form of on-line payment;

a profile generator that generates a second profile linked to the first profile wherein, the second profile comprises anonymous data; and

15 an anonymous data communicator that communicates the anonymous data from the second profile to the transaction interface to enable completion of the transaction.

7. The system of claim 6, wherein the anonymous data further comprises:

20 a single use transaction number that is associated with a user credit card account.

8. The system of claim 6, wherein the anonymous data further comprises:

an alias name that substitutes for the user's legal name.

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9. The system of claim 6, wherein the anonymous data further comprises:

an anonymous address that is associated with a user's delivery address.

10. The system of claim 6, wherein the profile access initiator further comprises:

a secure access initiator for accessing the first profile over a secured communication path.

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